

THE CUSTOMER VALUE MODEL IN AIRLINE INDUSTRY

Abstract of the Disclosure

A computer implemented method of evaluating customers in the airline industry in a given period is disclosed. Records of each customer' contribution factors, which 5 include net revenue and number of flights, are first obtained. A score is then assigned for each of the attribute values. The records are consecutively sorted by the assigned scores, first for the net revenue, then for the number of flights. The records are further sorted by the raw values of the net revenue and number of flights, preferably until, records having different net revenue and/or number of flights have been sorted to different ranks.

10 Finally, an evaluation score is assigned to each record which has been sorted.